



the professional  
labeling software

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**For immediate release!**

## **Euro Plus Appoints new VP of Sales and International Operations**

**Kranj, September, 2009** - Euro Plus, developer of the NiceLabel product suite and printing software solutions in the Automatic Identification Arena, is pleased to announce the appointment of Don Ray as its Vice President of Sales and International Operations.

With over 20 years of experience in the software and Automatic Identification industry, Ray has an unquestionable record of international sales leadership and business expansion. He will be responsible for managing our ongoing growth, strengthening the presence of Euro Plus, its subsidiaries, and NiceLabel on international markets.

"We are very excited to have Don join our executive ranks," said Matej Košmrlj, Managing Director at Euro Plus. "He brings with him not only a proven track record of sales leadership, but many professional working relationships in the identification industry. This is consistent with our commitment to stay at the very top of the labeling market, answering the needs of our clients before they even arise."

"I am excited to join Euro Plus and be a part of their global community", says Don Ray. "My goal in this position is to blend my industry experience with the uniqueness of the Euro Plus team to better serve its business partners and explore new business opportunities from emerging verticals to large scale enterprise markets."

For more detailed information on NiceLabel please visit [www.nicelabel.com](http://www.nicelabel.com).

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### **About NiceLabel**

*NiceLabel is a family of professional labeling software products that provide a complete bar code printing solution to desktop and enterprise users. NiceLabel consists of three major product series:*

- *Standard Series – NiceLabel product series for barcode and RFID label design, printing and entry-level integration.*
- *Enterprise Series – NiceLabel product series for centralized printing system management and integrated high-volume printing*
- *Developer Series – NiceLabel product series for software publishers and system integrators*

*NiceLabel is translated in 25 languages. Its power is unleashed in combination with over 1200 true Windows thermal printer drivers. Carefully and creatively designed user interface, rich integration options and unique data-entry application provide the quickest and the most productive label design and printing options. For further details, please visit <http://www.nicelabel.com>.*

**About Euro Plus**

*Euro Plus is one of the world's major software and service providers in the area of Automatic Identification and Data Collection. The company is recognized for its state of the art labeling software and true Windows drivers for thermal printers. As a Microsoft Certified Partner and Oracle Certified Partner, Euro Plus presents a perfect business opportunity for all companies searching for a highly capable and reliable partner for future business. The company is headquartered in Kranj, Slovenia, Europe. More information available at <http://www.europlus.si>.*

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